

HBO Canada OnLine and HBO Canada OnDemand Users Share in Premiere of Bored To Death

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HBO Canada OnLine and HBO Canada OnDemand Users Share in Premiere of *Bored To Death* and Stay One Episode Ahead, All Season Long

HBO Canada subscribers get early look at new episodes of *Bored To Death* one week in advance

(October 6, 2011 - Toronto, Canada) - Beginning **Monday, October 10** with the Season 3 premiere of *Bored To Death*, subscribers of **HBO Canada**, a multiplex channel of **Astral's The Movie Network** (Eastern Canada) and **Corus Entertainment's Movie Central** (Western Canada), will have a chance to see the very next episode a week in advance, every week for the entire season. The special sneak peek opportunity is available to subscribers exclusively on **HBO Canada OnLine** and **HBO Canada OnDemand**, two services available free-of-charge with a subscription to The Movie Network and Movie Central.

How it works

On Monday, October 10 at 9:00 p.m. ET/MT, the *Bored To Death* Season 3 opener will premiere simultaneously on HBO Canada, HBO Canada OnLine and HBO Canada OnDemand. Episode 2 will then be available immediately following the premiere only on HBO Canada OnLine and HBO Canada OnDemand. These multi-platform destinations will stay one week ahead of the linear broadcast schedule all season long, including the season finale on Monday, November 21 (one week in advance of the finale's linear broadcast on Monday, November 28).

About HBO Canada OnLine

Presented in partnership with participating television providers, HBO Canada OnLine reflects the weekly content offering of HBO Canada's current on-air and Subscription Video On Demand (SVOD) services and offers similar functionality to OnDemand, enabling subscribers to rewind, play, pause and review title descriptions. HBO Canada subscribers also have access to TMN OnLine (Eastern Canada) and Movie Central OnLine (Western Canada), which offer customers a wide array of Hollywood hit movies and other premium commercial-free content. These services are available at no additional cost and can be viewed on computers anywhere in Canada, wherever a high-speed Internet connection is available. To learn more, visit <http://www.hbocanada.com/online/>.

About Bored To Death

Created by real-life author Jonathan Ames, *Bored To Death* stars Jason Schwartzman as the fictional Jonathan Ames, a noir-obsessed writer who moonlights as an unlicensed private detective listing his services on Craigslist. In the new season, Ames has published *A Blonde in the Woods*, his collection of mystery stories, while putting his sleuthing skills to the test for myriad clients. Along for the ride again are Jonathan's mentor and benefactor George Christopher (Ted Danson), and his cartoonist friend Ray Hueston (Zach Galifianakis).

For access to The Movie Network's media room or Movie Central's press site, please visit <http://press.astral.com> or <http://mediacentre.corusent.com>.

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